

# SPEAK UP WHEN YOU'RE DOWN

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A REPORT ON THE  
WASHINGTON STATE  
POSTPARTUM DEPRESSION  
AWARENESS CAMPAIGN

MAY 2005 – JUNE 2006

*Submitted by  
The Washington Council for Prevention of Child Abuse & Neglect  
September 2006*



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“Women need to understand that postpartum depression is real and it is common.

They need to know they are not alone.

Even the most well-educated, mentally balanced woman can experience this painful illness.”

-Mary Yglesia  
Director of Midwife Education  
Seattle Midwifery School

## Executive Summary

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### **RCW 43.121.160**

#### **Postpartum depression-- Public information and communication outreach campaign.**

The council shall conduct a proactive, public information and communication outreach campaign concerning the significance, signs, and treatment of postpartum depression.

The public information campaign may, within available funds, include production and distribution of a brochure and communication by electronic media, telephone hotlines, and existing parenting education events funded by the council.

#### **NOTES:**

Finding -- 2005 c 347:

"The legislature finds that postpartum depression is a serious condition that affects women of all ages, economic status, and racial and ethnic backgrounds.

Postpartum depression includes a range of physical and emotional changes that many mothers can have following the birth of a child, which can be treated with medication and counseling.

If untreated, however, postpartum depression can lead to further depression, self-destructive behavior, or even suicide, as well as child abuse, neglect, or death of the infant or other siblings."

**In May 2005, Washington State passed Senate Bill 5898** to provide a public awareness campaign to educate women and their families about the signs, symptoms and treatment options of postpartum depression (PPD), a condition affecting as many as 1 in 8 Washington women that carries serious implications not only for them but for their children as well. The impetus for the legislation was preventative. In adopting this legislation, sponsors understood that the greatest barriers to effective diagnosis and treatment of PPD were a lack of public awareness combined with insufficient progress related to early detection and intervention. Responsibility for the campaign was assigned to the Washington Council for Prevention of Child Abuse & Neglect (WCPCAN).

**Under WCPCAN's leadership**, a broad group of stakeholders was convened to advise regarding effective strategies for raising awareness of PPD and its risks, and to commit to specific roles each could play in leveraging the \$25,000 campaign allocation for greatest impact. Based on these shared commitments, the "Speak Up When You're Down" campaign accomplished remarkable results.

**Among the accomplishments achieved** during the July 2005 – June 2006 campaign period were:

- **A toll-free PPD 'warm line'** staffed by trained volunteers
- **An information rich website**, [www.speakup.wa.gov](http://www.speakup.wa.gov), with links to helpful resources
- **Brochures in English & Spanish and full color posters** utilizing artwork provided free of charge by the State of New Jersey
- **Distribution of 200,000 brochures statewide**, including:
  - **116,000** through the Department of Health's CHILd Profile system, ensuring that 86% of all families in Washington receive the materials within the first postpartum month
  - **80,000** through the Economic Services Administration (ESA) –to provide 80,000 multi-language brochures to their clients, and
  - **4,000** to health care professionals serving women pre- and post-partum (OB/GYN's, pediatricians, midwives, doulas, breastfeeding support providers, etc.) via direct distribution to professional organizations
- **Media kits** including fact sheets, press releases and articles for use newsletters

- **Media coverage** by KOMO TV.com, Q13.com, the Seattle PI, Parent Map, Seattle Woman, Nation's Health and others
- **Over 50 presentations to key audiences**, including the WA Chapter of the American Academy of Pediatrics, the WA State Nurses Association, early childhood education providers, expectant fathers, teen parents, parents in recovery, social workers, midwives, public health nurses, home visitors and others
- **In kind support valued at \$44,750**. Every state dollar invested in the campaign leveraged \$1.79 in other public and private contributions.

**WCPCAN continues to lead the *Speak Up When You're Down* collaborative** in seeking ways to continue the campaign beyond the funding period.

**Continuing support comes from committed partners**, Postpartum Support International of Washington, Public Health Seattle King County and the Tacoma Pierce County Health Department, the University of Washington School of Nursing/Center on Infant Mental Health, Parent Trust for Washington Children, the King County Children & Family Commission, Children's Home Society of Washington, the Washington State Academy of Pediatrics, WithinReach, the Community Birth & Family Center, the Washington State Department of Health, and community volunteers.

## About the Campaign

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**In 2005, Washington State passed groundbreaking** legislation to provide a public awareness campaign that would educate women and their families about the signs, symptoms and treatment options of postpartum depression (PPD).

**Postpartum depression is a painful disease** that can affect a woman no matter what her age, race, income level or culture is.

**It affects between 8,000 and 16,000 women in Washington State each year.** Many of those women suffer in silence because of the stigma associated with feelings of depression after the birth of a child.

To overcome this challenge, the “Speak Up When You’re Down” campaign message was developed to generate greater awareness of PPD and encourage women and their families to talk openly with each other, and with their doctor, if they were feeling depressed.

The campaign was led by the Washington Council for Prevention of Child Abuse & Neglect (WCPCAN) in collaboration with a host of partner organizations and citizen advocates throughout the state.

Legislation provided \$25,000 to support the campaign through June 30, 2006. This report details the activities, materials and outcome measures that were developed through a coordinated effort between WCPCAN and its campaign partners.

Special thanks and sincere gratitude to Representative Mary Helen Roberts, Senator Debbie Regala and Representative Shay Schual-Berke for their sponsorship, guidance and foresight on SB 5898 and HB 1427, and for placing Washington State at the national forefront of this important women’s health issue.

**The Washington State campaign committed to addressing PPD in ways that would inform, inspire and impact the future health of women, children and their families.**

## Campaign Materials & Resources Developed

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### ***Toll-Free Statewide Resource and Referral Line:***

The campaign provided a statewide, toll-free warm line: **1-888-404-7763 (PPMD)** operated through a partnership with Postpartum Support International of Washington.

### ***Tri-fold Brochure:***

A full-color, informational brochure was developed in both English and Spanish to clearly communicate basic information about the signs, symptoms, treatment and referral resources of PPD-related issues in Washington State.

### ***Newsletter:***

The Speak Up WA monthly newsletter debuted in May 2006 to provide healthcare professionals, service providers and community advocates with current information on research, news, and resources in Washington State and across the nation.

### ***Website:***

The Speak Up When You're Down website officially launched in May 2006 to help connect women, their families and the media with local resources and information. The website is located at [www.speakup.wa.gov](http://www.speakup.wa.gov)

### ***Poster:***

A full-color, 11" x 17" poster was created as an additional display option to ensure that women and their families would see the PPD help-line number and website in many prominent locations.

### ***Presentations:***

A customizable PowerPoint presentation was developed to coordinate the campaign brand with a variety of statewide outreach opportunities.

### ***Articles:***

Several articles were written to ensure that PPD outreach messages were consistent across a broad variety of mediums. Pre-written articles provided an easy and effective means to contribute content to a variety of news outlets.





## Leadership Advisory Committee

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The leadership advisory committee provided input to guide the effective use of strategies, tactics, outcome evaluation and campaign resources. Many advisory members also contributed valuable in-kind support via statewide activities on behalf of the campaign.

Carol A. Allen  
Public Health Seattle King County

Kathryn Barnard, Ph.D.  
UW School of Nursing / Center on Infant Mental Health & Development

Sharon Beaudoin  
WithinReach (formerly Healthy Mothers, Healthy Babies)

Cheryl Murfin Bond  
Seattle Midwifery School

Margie Bone, MD  
Community Birth & Family Center

Leija Davis  
NW Association of Postpartum Support (NAPS)

Tim Gahm  
Community Volunteer, Seattle

Carla Hershman  
Stroum Jewish Community Center

Heidi Koss-Nobel  
Postpartum Support International of Washington (PSI of WA)

Laurie Lippold  
Washington State Academy of Pediatrics /  
Children's Home Society of Washington

Carol Maurer  
King County Children & Family Commission

Linda McDaniels  
Parent Trust for Washington Children

MerrieLynn Rice, RN, BSN, IBCLC  
Pierce County Breastfeeding Alliance /  
Tacoma Pierce County Health Department

Rep. Shay Schual-Berke, MD  
State Representative, 33<sup>rd</sup> Legislative District

Thomas Soukakos  
Business Owner, Vios Café, Seattle

Pamela Walker  
CHILD Profile, WA State Department of Health

## Key Accomplishments

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Within each activity, the campaign established and tracked measurable and meaningful progress toward performance results

Within identified resources of \$25,000 in state funding, WPCAN staff time and support from identified partners, the campaign carried out the following activities:

- **Secured commitments** from identified partners for in-kind support
- **Branded the campaign** with a distinctive name, tagline and look
- **Developed a brochure** with basic information about the warning signs of and resources available to help with PPD
- **Distributed the brochure:**
  - to all children born in Washington via inclusion in Child Profile mailings to new parents (80,000 births)
  - to health care professionals serving women pre- and post-partum (OB/GYN's, pediatricians, midwives, doulas, breastfeeding support providers, etc.) via direct distribution to professional organizations
  - to Economic Services Administration (ESA) –to provide 80,000 multi-language brochures to their clients
- **Developed an easily identified website** ([www.speakup.wa.gov](http://www.speakup.wa.gov)) that contains a wide range of informational resources, including linkage to sources for treatment referrals
- **Engaged media interest** via press releases, a public launch event, and media pitches
- **Distributed news articles** to targeted publications (corporate newsletters)
- **Encouraged partners** to use their formal and informal electronic and other communication networks and training events/conferences to promote message awareness and share information about the campaign.

In addition, the campaign:

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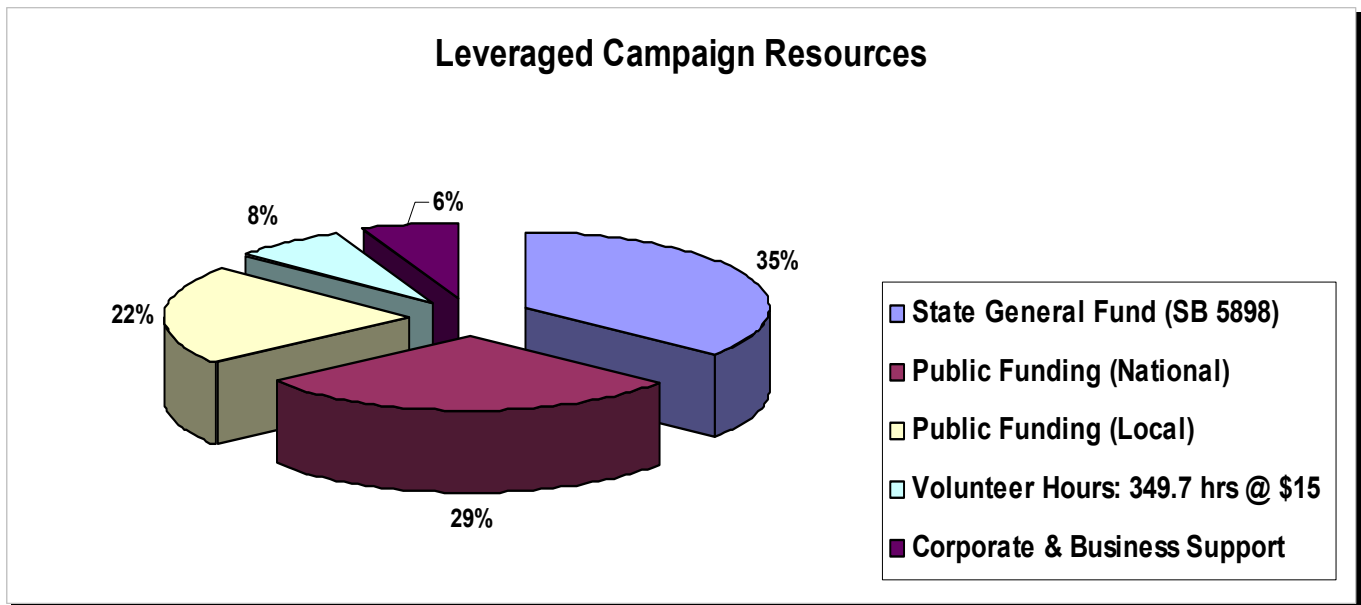
- **Regularly convened a Leadership Advisory Group** to seek input on and refine strategies and tactics
- **Regularly communicated about the campaign's progress** to interested parties
- **Identified sources to secure additional resources** of funding and expertise to leverage state funds and extend the campaign's reach and impact
- **Supported the work of advocates and others** to develop policy and programmatic solutions to systemic challenges related to treatment access and quality



## In-Kind & Voluntary Support

Even with \$25,000 in public funding allotted by the state legislature and the in-kind resources committed by WCPCAN and its partners, the scope of work that could be undertaken was limited by resource constraints.

To address these constraints, WCPCAN worked with the campaign's Leadership Advisory Group to identify private and other sources of support that would extend the campaign beyond its funding cycle and increase its impact.



**Every state dollar invested in the campaign leveraged \$1.79 in other public and private contributions**

### “In Kind” vs. “Volunteer/Voluntary” Support & Contributions

The following guidance is being provided for the purpose of clarifying between the two in capturing the value of these donations for the Washington State Post Partum Depression Awareness Campaign:

#### **In kind contributions**

are the donated time and effort, real and personal property, and goods and services provided by organizations.

#### **Volunteer contributions**

are the donated time and effort provided by individuals, independent of or in addition to contributions made by an organization with which the individual is affiliated.<sup>1</sup>

It is the responsibility of the individual (in consultation with the organization that the individual represents, as appropriate) to distinguish whether their contribution is identified as ‘in-kind’ or ‘voluntary.’

Estimating and/or documenting the value of in-kind contributions were the responsibility of the contributing organization.

<sup>1</sup> The current standard (United Way of America) valuation of volunteer time is \$15 per hour.

## Voluntary Support, cont.

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Resources that were secured beyond the original scope of the campaign include:

- **Public Funding (National):** Forming a collaborative partnership with the New Jersey Department of Health and Senior Services to utilize the “Speak Up When You’re Down” materials and resources they developed as part of their highly successful and nationally recognized campaign.  
**In-kind Value:                                 \$20,000**
- **Public Funding (Local):** Campaign contribution from the King County Children & Families Commission to develop an educational video aimed at male partners and family members to help them identify and understand the treatment options of PPD.  
**In-Kind Value:                                 \$15,000**
- **Corporate Funding:** Securing a donation from Costco Wholesale Corporation to support the public launch of the campaign.  
**Cash Value:                                     \$500**
- **Business Funding:** Donation of space, food and wait staff time from Thomas Soukakos and Vios Restaurant to host the event.  
**In-Kind & Cash Value:                 \$4000**
- **Volunteer Support:** Developing & supporting an informal Speakers Bureau that continues to contribute in-kind campaign resources which resulted in hundreds of volunteer hours from a variety of individuals and organizations.  
**Volunteer Value:                             \$5242.50**

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**CAMPAIGN ALLOTMENT (SB 5898):                         \$25,000**

**VALUE OF LEVERAGED RESOURCES:                         \$44,742.50**

**INCREASE OVER CAMPAIGN ALLOTMENT:         79%**

## Campaign Video Project

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## Help Someone Speak Up When They're Down

### *A PPD Campaign Video Project*

The King Council Children & Family Commission matched the statewide campaign with a partner contribution of \$15,000 to support a locally-produced video. The video is intended to help women and/or their families understand the importance of advocating for their healthcare needs when it comes to issues related to postpartum depression. The video is being produced in partnership with the Conscious Fathering Program at Parent Trust for Washington Children to help focus campaign efforts on fathers and male partners.

#### **Overview**

The film will use a first-person viewpoint to show the experiences of a woman who is suffering from postpartum depression. The images of what her life may look and feel like during that period will be shown in black and white. Viewers will visually and emotionally experience her world through the lens of postpartum depression (fast motion, slow motion, out of focus, visually disorienting, and the sound of a baby crying). Actors modeling real-life behavior of friends and family will show concern at various points. Her partner/spouse will recognize these symptoms as signs of postpartum depression and encourage her to see her healthcare provider.

In the end, a door opens to a world that is colorful and vibrant, filled with smiling and supportive family and friends - and in the background... a baby's laughter. The video ends with the message, "Help someone speak up when they are down," and will show a list of available resources.

<b>Release date:</b>	<b>December 2006</b>
<b>Running Time:</b>	<b>5-7 minutes in length</b>

## Evaluating Campaign Success

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### Identified Short Term Outcomes

- Increased resources dedicated to PPD awareness
- Increased collaboration among PPD-involved/interested networks
- Increased PPD awareness among identified target audiences

The campaign relied on a variety of outreach measures to ensure that messages and information were distributed as widely as possible.

### Measurements

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Partners committing to specific contributions (Goal = 10)

\$'s contributed &/or \$ value of in-kind resources secured

Brand identity established

Campaign website with resources, links, involvement opportunities, press room

Brochures distributed (Goal = 130,000)

Contract with Child Profile for statewide brochure distribution

Pitches customized for & distributed to target media (Goal = 5)

Spokespeople (Goal = 3)

Public launch event

Newsletters (corporate, organizational) identified as potential dissemination vehicles (Goal = 20)

Networks identified as potential dissemination vehicles (Goal – 20)

Newsletter stories created & disseminated (Goal = 5)

Electronic newsletters distributed (Goal = 8)

Final report including evaluation measures & sustainability strategies

The campaign coordinated media efforts with a diverse mix of other communications channels, some intra-agency and some community-based, to extend the reach and frequency of the campaign's messages.

## Campaign Highlights & Outreach Activities

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**Brochures** were developed in English and Spanish to provide a basis for understanding the signs, symptoms and treatment of PPD.

<b>GOAL:</b>	Distribute 130,000 brochures
<b>TO DATE:</b>	The campaign has distributed 200,000 brochures

**Partners** contributed more than 50 trainings and presentations across the state to a variety of audiences including:

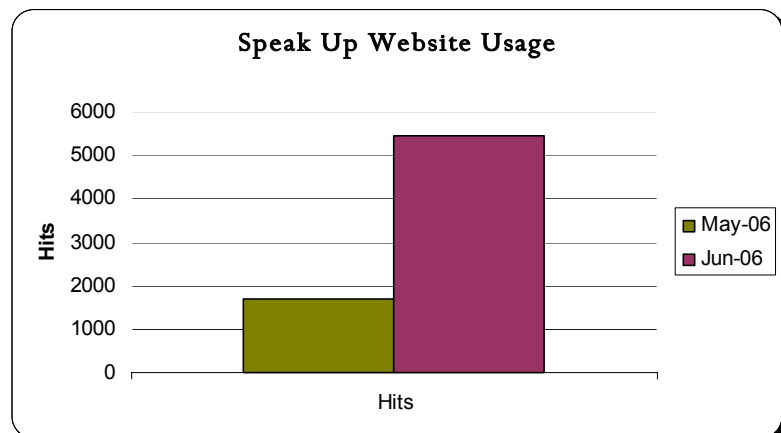
American Academy of Pediatrics – Washington Chapter  
 Washington State Nurses Association  
 Child care providers  
 Expectant Fathers  
 Pre-school teachers  
 Teen parents  
 Parents in recovery  
 African American parents  
 Latina mothers  
 Multi-cultural parents  
 Early childhood educators  
 Home visitors  
 Social workers  
 Midwives  
 Doulas  
 Public health nurses

<b>GOAL:</b>	10 partners committing to specific contributions
<b>TO DATE:</b>	23 partners contributed specific activities

**Website usage** increased dramatically in the months that we have data for:

May 2006: 1685 hits  
 June 2006: 5452 hits

<b>DIFFERENCE:</b>	223% increase in one month
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## Campaign Highlights Cont.

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**Thomas Soukakos**  
(at right, center)  
hosted the Speak Up  
Washington public  
campaign launch at his  
restaurant, Vios, in  
Seattle's Capitol Hill  
neighborhood.



**A public launch in June 2006 provided an opportunity**  
to do additional community and media outreach.

The event was co-sponsored by WCPCAN, PSI of  
Washington and business owner Thomas Soukakos. Thomas  
hosted this public event at his Seattle restaurant, Vios.

Legislative sponsors,  
**Senator Debbie Regala**  
(first row, 2<sup>nd</sup> from left)  
and Representative  
**Mary Helen Roberts**  
(first row, 3<sup>rd</sup> from left),  
joined with other  
women's health advocates  
around the state to  
celebrate the campaign's  
success.

**Media outreach was a component of the campaign** and  
resulted in coverage in outlets across Washington. The  
Speak Up campaign appeared or was mentioned in the  
following:

**Seattle P-I**  
**KOMO TV.com (KOMO Hotlinks)**  
**Seattle Woman Magazine**  
**Parent Map Magazine**  
**FTE Magazine**  
**Postpartum Progress Blog**  
**Q13.com (Fox News Q-Links)**  
**The Nation's Health Magazine (national publication)**

Additionally, a press release and media alert was issued to  
more than 80 media contacts across the state.

**The monthly Speak Up Washington e-newsletter** is an  
html-based, customized e-mail distributed to a growing  
network of subscribers.

**The newsletter has garnered more than 250 subscribers**  
and continues to grow as word about the campaign moves  
across the state. The newsletter will continue to publish on a  
monthly basis as a sustaining source of information.



The outreach covered 9 geographic areas of the state and provided information about identification, treatment and support options for perinatal and postpartum mood disorders.

Communities were targeted to ensure that PPD information and campaign messages reached underserved communities throughout Washington.

-  Bellingham
-  Shelton
-  Yakima
-  Toppenish
-  Walla Walla
-  Tri-Cities
-  Spokane
-  Pasco
-  Moses Lake



WCPCAN and its partners have been proud to lead this pioneering effort to bring greater awareness, diagnosis, treatment and community support to women and families affected by PPD in Washington State.



We gratefully acknowledge the New Jersey Department of Health and Senior Services and the Division of Family Health Services for use of the “Speak up When You’re Down” postpartum depression campaign in Washington.

**WCPCAN Campaign Staff:**

**Joan Sharp,**  
Executive  
Director

**Chris Jamieson,**  
Communications  
Director

**Kristen Rogers,**  
Director of  
Policy & Practice

